

| | |
|---------------------|--------|
| Module Code: | BUS455 |
|---------------------|--------|

| | |
|----------------------|--|
| Module Title: | Generating Business Ideas and Innovation |
|----------------------|--|

| | | | |
|---------------|---|----------------------|----|
| Level: | 4 | Credit Value: | 10 |
|---------------|---|----------------------|----|

| | | | |
|------------------------|------|--------------------|------|
| Cost Centre(s): | GSEW | <u>JACS3</u> code: | N100 |
|------------------------|------|--------------------|------|

| | | | |
|----------------|------------------------|-----------------------|----------------|
| School: | Social & Life Sciences | Module Leader: | Gaenor Roberts |
|----------------|------------------------|-----------------------|----------------|

| | |
|---------------------------------------|---------|
| Scheduled learning and teaching hours | 16 hrs |
| Guided independent study | 84 hrs |
| Placement | 0 hrs |
| Module duration (total hours) | 100 hrs |

| Programme(s) in which to be offered (not including exit awards) | Core | Option |
|--|--------------------------|-------------------------------------|
| Standalone module aligned with BA (Hons) Business for QA and assessment purposes | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| | <input type="checkbox"/> | <input type="checkbox"/> |
| | <input type="checkbox"/> | <input type="checkbox"/> |

| |
|-----------------------|
| Pre-requisites |
| N/A |

Office use only

Initial approval: April 2018
 With effect from: April 2018
 Date and details of revision:

Version no:1

 Version no:

Module Aims

To introduce students to the practical skills and processes required to create new business ideas and opportunities, encouraging individuals within the organisation to think creatively and to adapt and develop existing technologies to disrupt their own industries.

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

| | | | |
|---|---|------|-----|
| 1 | Investigate and evaluate new opportunities for innovation within their business | KS4 | |
| | | KS5 | |
| | | KS8 | |
| 2 | Understand and apply the principles of innovation | KS1 | KS2 |
| | | KS9 | |
| | | KS10 | |
| 3 | To understand the power of disruption within an industry and identify sources of disruption for their own organisation or industry sector | KS6 | KS3 |
| | | KS7 | |
| | | | |

Transferable skills and other attributes

Creativity
Problem Solving
Influencing others

Derogations

N/A

Assessment:

Indicative Assessment Tasks:

Indicative Assessment :

Students are required to produce a poster presentation identifying sources of disruption or innovation for their industry/sector and how these can be harnessed for business growth. These posters will be displayed and presented to a small group of business leaders upon completion of the assessment.

| Assessment number | Learning Outcomes to be met | Type of assessment | Weighting (%) | Duration (if exam) | Word count (or equivalent if appropriate) |
|-------------------|-----------------------------|---------------------|---------------|--------------------|---|
| 1 | 1,2,3 | Poster Presentation | 100 | N/A | 1500 |

Learning and Teaching Strategies:

This module will be delivered using a combination of workshops, group tutorials, personal mentoring, student led-discussion, practical exercises, case studies, directed and self-directed study.

Syllabus outline:

1. What is innovation and the innovation pipeline?
2. Barriers to innovation
3. Innovation and Leadership
4. Disruption as a tool for growth
5. Disruptive thinking
6. Case studies in innovation and disruption

| |
|---|
| Indicative Bibliography: |
| Essential reading |
| <p>Bidwell, J (2017). Disrupt!: 100 Lessons in Business Innovation. London: Murray Press.</p> |
| Other indicative reading |
| <p>Christensen, C.M., Raynor, M.E. and McDonald, R., 2015. What is disruptive innovation. Harvard Business Review, 93(12), pp.44-53. Gilbert, C., 2003. The disruption opportunity. MIT Sloan Management Review, 44(4), pp.27-33.</p> |